



Discover Downtown!

Welcome

First, let me introduce myself to those of you I haven't met yet. My name is Susan de Mari and I am the new Downtown Coordinator for the City of Lowell. I began working with the city in June and I have had the opportunity to speak with many of you personally. I want to thank the Downtown Lowell community for greeting me with a positive reception. I appreciate your honesty regarding the issues in the Downtown area. It is only with open communication that we can continue the amazing progress in Downtown Lowell.

This has been an exciting summer. Several new businesses have opened during the months of June, July, and August. Many merchants have stated to me that this year's Lowell Folk Festival was the most profitable they have seen.

It's a great time to be in Downtown Lowell! I am looking forward to working with all of you and I appreciate your input. Please feel free to contact me at 978-970-4252 or sdemari@ci.lowell.ma.us with any issues.

Susan de Mari



Photo by Jim Higgins

Welcome New Businesses!

Downtown Lowell is a place for commerce and creativity. The Downtown Lowell community welcomes the following new businesses:

Creaciones Sowry Bakery—474 Merrimack Street

Earlington's Haberdashery—120 Merrimack Street

Jenny's Gift Shop—26 Central Street

Les Fleurs—181 Market Street

Life Alive—194 Middle Street

Mambo Grill—129 Merrimack Street

Moller's Building Antique Store—31 Middle Street

Moody's Buried Treasures—66 Merrimack Street

Olive That and More—165 Market Street

Pizzi's Market—33 Middle Street

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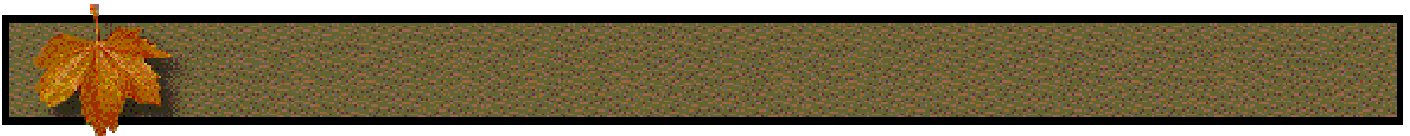
Important Dates

- October 23-25, 2004
Lowell Open Studios
- November 27, 2004
City of Lights Parade
- February 11-12, 2005
Winterfest

Holiday Shopping Nights

With the holidays quickly approaching, it is a great time to think about what your business can do to capitalize on the gift giving spirit. Since many shoppers conduct their business on evenings and weekends, I have been approached by many businesses and residents to coordinate a Downtown Lowell Shopping Night.

In the upcoming month, I will stop by to see what nights and hours work best for your business. The Downtown Lowell Business Association has been working with local media to receive quotes for collaborative marketing. I've been told that past efforts for Downtown Shopping Nights have been marginally successful. As all of you know, Downtown Lowell has changed drastically over the past few years. With all the new downtown residents and businesses, now is a great time to revisit past efforts.



Division of Planning and Development News

Adam Baacke has been named Deputy Director of the Division of Planning and Development. He will be responsible for overseeing the Economic Development and Community Development teams. Adam has been working at DPD for 5 years, most recently as Chief Planner. "Lowell continues to be a really exciting and challenging place to work. It is a city with a long history of creative and innovative planning and development strategies," said Baacke. "I am proud to be able to be a part of that legacy."

Brian Connors has been named Director of Economic Development for the City of Lowell. Brian is no stranger to Lowell. He has served as the city's Economic Development Officer for close to 4 years. Brian fills the position vacated by the departure of Colin McNiece. "It's been a pleasure to work for the city for the past three-plus years, and I look forward to continuing that work," said Connors. "It's a great time to be in Lowell and I'm excited to be a part of it and working in a community that really works as a team - from neighborhood leaders to business owners to government officials."

Downtown Lowell / Lock Monsters Business Games

The City of Lowell has entered into an agreement with the Lowell Lock Monsters showcasing the Downtown businesses at two Saturday afternoon games at the Tsongas Arena. The dates of the games are February 5th and 19th.



Businesses will have the opportunity to set-up in the concourse and to offer coupons and giveaways to game attendees. A few additional ideas include Louie the Lock Monster in the Downtown before the game, photo opportunities with Louie the Lock Monster, raffle boxes for Lock Monster tickets in businesses, and t-shirt giveaways.

This will be a great opportunity to advertise your business. You will soon be receiving additional information regarding the Lock Monster Business Games.

City of Lights Parade—November 27, 2004

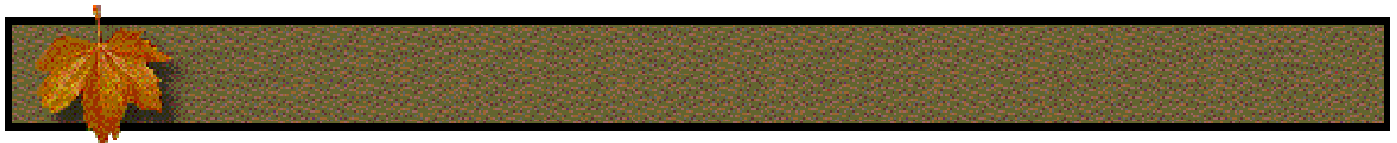
Mark your calendars! Downtown Lowell will come alive with holiday decorations and lights on November 27, 2004. Last year's event had over 70 marching units, bands, and floats. With close to 30,000 people attending, this is a great opportunity to showcase the Downtown Lowell businesses and organizations. This year's theme is "Holidays Around the Globe".

In order to showcase all that Downtown Lowell has to offer, the City of Lights Committee is asking that the Downtown Lowell businesses stay open during the event. If you are unable to stay open please consider updating your storefront to reflect the holiday spirit and leave your lights on to illuminate the downtown.



Photo by Jim Higgins

Your participation is important to the success of this year's event. If you would like more information on becoming involved, please call Ernie Middlemiss at 978-387-4358.



Dining Out(side) in Downtown Lowell

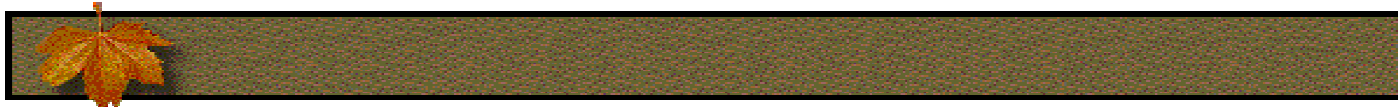
You may have noticed that many of the Downtown Lowell restaurants have been moving out — to the sidewalks, that is. Seven restaurants have been granted license agreements by the Lowell City Council to use the sidewalk in front of their establishments for sidewalk seating. As you can clearly see by walking around this summer, customers enjoyed the open air dining. The city encourages sidewalk seating for businesses that can comply with the ordinance regulations. As the cooler weather approaches, Downtown Lowell patrons will be bringing their business indoors again, however if you are interested in more information regarding sidewalk seating for your establishment, please contact me.



No Butts About It

Massachusetts workplaces officially went smoke-free on July 5, 2004. This is a statewide ban signed by Governor Mitt Romney. The ban has forced smoking patrons to use the sidewalk outside businesses to smoke. Since this in turn brings an increase in the amount of cigarette butts on the sidewalk and streets, I am asking your assistance to clean the area outside your establishment where smokers are congregating. City of Lowell workers are busy keeping Lowell beautiful, however the number of outside smokers has made it increasingly difficult to keep up with the amount of litter. You may find that it is effective to place a cigarette disposal system outside of your business. Downtown Lowell's appearance is vitally important to its progress! Cobblestone streets lined with cigarette butts is bad for business.





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And Now A Little Info About You...

We are in the process of updating our downtown database so that we have accurate contact information. Please take a few minutes to complete the following questions. You can either mail me back the information or email it to me. It is my goal to create a strong network of Downtown Lowell businesses and organizations. First, we need to collect the most up to date info so that we can quickly update each other about the activities in the Downtown area. I appreciate your assistance and your responses.

1. Business Name _____
2. Location _____
3. Years at Location _____
4. Rent/Own _____
5. Type of Business _____
6. Owner's Name _____
7. Telephone Number _____
8. Email Address _____
9. Business Webpage _____
10. Business Hours _____

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